Appl. No. 10/803,520
Amdt. dated June 16, 2008
Reply to Office Action of January 10, 2008

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Amendments to the Claims:

This listing of claims will replace all prior versions, and listings of claims in the application:

Listing of Claims:

      1.   (Currently amended) A data management system for identifying patterns in data related to an item **for which the user wishes to obtain a recommendation from the system,** the system comprising a host computer system having:

      a construct repository configured to retain a plurality of construct pair reference sets, each construct pair reference set comprising at least a first descriptive term and a second descriptive term, the first descriptive term and the second descriptive term selected according to personal construct theory to represent contrasting opinions ~~pertaining to an aspect of the item~~;

      a graphical user interface configured to display a user-selectable control related to a construct pair reference set of the plurality of construct pair reference sets and further configured to receive a user's opinion selected ~~about the aspect of the items~~ between the first descriptive term and the second descriptive term, the graphical user interface further configured to store in the construct repository the received user opinion for the construct pair reference set; and

      an analysis engine configured to analyze relationships among a plurality of received user opinions for construct pair reference sets retrieved from the construct repository in which the analysis engine analyses responses made by the user using a statistically based process **to determine which other users have a similar personal construct and** to generate a recommendation for the user related to **an** ~~the~~ item **based on which item the other users having a similar personal construct selected**.

      Claims 2 -5 (Canceled).

      6.   (Previously presented) A data management system according to claim 1 in which the graphical user interface is configured to receive the user's opinion about the aspect of

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the item in a number of discrete selectable steps within a range between the first descriptive term and the second descriptive term, that number of steps being referred to as a "mesh."

7.   (Previously presented) A data management system according to claim 25 further comprising a graphical user interface configured to receive the plurality of opinions made by the user opinion about the item in a number of discrete selectable steps within a range between a first descriptive term and the second descriptive term, that number of steps being referred to as a "mesh" and in which the mesh is adjusted in reaction to inputs made by users.

8.   (Original) A data management system according to claim 7 in which the mesh is iteratively reduced until a minimum mesh value that yields a meaningful result is identified.

Claim 9 (Canceled).

10.   (Previously presented) A data management system according to claim 1 in which the user can input a value representative of their opinion by adjustment of a position of a control provided by the graphical user interface.

11.   (Previously presented) A data management system according to claim 1 in which the results of the analysis are further used to deduce a set of information items of interest to a particular user.

12.   (Original) A data management system according to claim 1 in which the system executes on a server that communicates with a user over a network link.

13.   (Previously presented) A data management system according to claim 1 that includes a user data input component that executes on a remote host system.

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14.　(Original) A data management system according to claim 13 in which the data input component is represented in the display generated by a web browser.

15.　(Original) A data management system according to claim 13 in which the data input component is generated by an applet that is downloaded to the remote host from the server.

16.　(Previously presented) A data management system according to claim 1 in which the construct pair reference set is obtained through use of a repertory grid in accordance with personal construct theory.

17.　(Original) A data management system according to claim 1 in which incomplete data is processed by matching those parts of the data that are present with characteristics of existing data.

18.　(Original) A data management system according to claim 17 in which the incomplete data is subject to discriminant analysis.

19.　(Original) A data management system according to claim 1 in which data is subject to a process of linearisation prior to its being analysed.

20.　(Original) A data management system according to claim 19 in which the process of linearisation includes conversion of non-numeric data to a numeric form.

21.　(Original) A data management system according to claim 1 in which users are the customers of a business and the output includes predictive information as to the future purchasing behaviour of the customers.

Claims 22-24 (Canceled).

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25. (Previously presented) A data management system for identifying patterns in data related to an item, the system comprising a host computer system having an analysis engine configured to analyze relationships among a plurality of opinions made by a user by executing a fuzzy entailment process that:

retrieves from a construct repository a plurality of user rankings for a plurality of construct pair reference sets, each construct pair reference set comprising at least two descriptive terms that represent contrasting user opinions regarding aspects of the item;

produces a first set of entailment values by determining statistically how constructs within the plurality of user rankings relate to themselves;

produces a second set of entailment values by determining statistically how rankings of the plurality of user rankings relate to themselves; and

compares the first set of entailment values to the second set of entailment values using a statistically-based process to identify a plurality of dynamic groups of related users, determine for a given user a selected dynamic group of the plurality of dynamic groups having a stronger bond to the user than other dynamic groups of the plurality of dynamic groups, and using behaviors of the selected dynamic group to generate a recommendation for the user related to the item.

26. (Previously presented) A data management system for identifying patterns in data related to an item, the system comprising a host computer system having an analysis engine configured to:

analyze relationships among a plurality of received user opinions for construct pair reference sets retrieved from the construct repository in which the analysis engine analyses responses made by the user using a statistically-based process to generate a recommendation for the user related to the item;

determine the actual user behavior related to the item;

compare the recommendation of the statistically-based process against the actual user behavior related to the item to make adjustments to the statistically-based process aimed to improve its accuracy with respect to the item for the user.

27.   (Previously presented) The data management system of Claim 1 in which the item is selected from one of a person, a product, a service, a topic, a concept, an event, and an experience.

28.   (Previously presented) The data management system of Claim 1 wherein the user-selectable control is configured to have a discrete number of settings for receiving the user's opinion about the aspect of the item.